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SPRING 2014



Roger Oakland
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Reflections of the Past & Directions to the Future



Lois Oakland
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It's that wonderful time of the year!! We have waited so long, and planned our work. Another long Winter, another late Spring, but now it is May. The rain will stop, and everyone will go. Our farmers will get the 2014 crop in the ground. There's nothing quite like Spring.

The smell of the Soil – the hope for good Harvest – and the joy of planting the Seed.

It's great to watch the generations farm the land. We built our home on the north edge of Story City 40 years ago, and we have never moved from it. We have watched our neighbors plant their crop for 40 years – Father, Son and now Grandson. Our family owns no farmland, but we own this business. It's with great joy that we see the next generation of Oaklands work our ground at Oakland Corporation. Dad and Mom are still active in the business, but the next generation will be taking command of day to day operations.

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Transition – Opportunities and New Technologies

Chuck Carlson
Chief Operations Officer • ccarlson@oaklandcorp.com

A few months ago Roger Oakland informed us that he planned to retire. Roger and Lois' sons, Dan and Paul, have been working in the family business since 2000. Both are ready to take some of Roger's responsibilities along with the help of Aaron Shaw and myself. So, we are well into the "Transition" of Oakland to the Next Generation.

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Events

Holiday Closings

- **Memorial Day**
Monday, May 26th
- **Independence Day**
Friday, July 4th
- **Labor Day**
Monday, September 1st

Summer Conferences

- **Tuesday, July 15th**
- **Thursday, July 24th**

**Contact us to Register for
Summer Conferences**

Aaron Shaw has been with Oakland since 2003 and is currently our *I.T. Director*, but now he has also taken on the responsibility of *Sales Director*.



Dan Oakland has worked primarily in software development, with the *Oakland Management Suite (OMS)* being one of his latest projects. Dan will now take on the challenge of *Director of Development*.



Paul Oakland has worn many different hats at Oakland over the past 14 years, from *I.T. Support Manager*, publishing the Oakland Newsletter and marketing material, to website and software development. Paul will become *Director of Installation and Personnel*.



For myself, I see this as "*An Opportunity*" to redistribute many of the daily operations to help Oakland grow our client base and territory, as well as continue to serve our loyal clients for the extended future.

Roger will still be involved with the company, but on a limited basis. Aaron, Dan, Paul, and I plan to move the Oakland brand forward, to grow the company as well as expand our products and services. As the oldest of the four of us, and seeing firsthand what this Next Generation of Oakland can do with the latest technology, it is going to be an exciting ride.

Come and see what Oakland has been working on, at one of our Summer Conferences.

Have a Great Summer!

Reflections of the Past – We remember 2013, the snow and rain of the Spring, and extreme drought several years in a row. But still Fathers & Mothers and Grandfathers & Grandmothers have this counsel for those who work the soil – Plant the Seed for 2014. We don't know about the Harvest for this year, but we reflect upon all the years. And our **Direction to the Future** is this. We have always been blessed, even in the bad years – Plant the Seed!!

Roger started calling on grain elevator and agronomy companies in 1976. The years that he programmed Monroe calculators, which Monroe Branches sold all over the Midwest, created opportunities to provide computer systems when we began this business in 1983. We knew the managers and owners of the grain companies, and we installed hundreds of systems over the years.

We don't have an accurate count of how many of our clients have been merged into the ultra-sized companies of today. We don't know what the future will bring. But still **Oakland has been greatly blessed** over the years, and we will continue to plant our Seeds and hope for good Harvest.



In February, as we planned our **transition to our next generation**, we rented a beautiful house on Manasota Key. Lois got this picture one afternoon as the sun began to set over the Gulf of Mexico. The **Reflections** on the water and the **Directions** to our new Management Team were the perfect title for this article.

It has been a wonderful time working with our friends in the grain, agronomy, feed, fuel and cotton businesses. It has been wonderful to employ so many friends that strive to provide excellent service for our clients. We will still be around, we just have a new generation working our ground.

We appreciate your Business!!

Roger & Lois Oakland

Sales Team - New & Existing Sales

It's already been a busy and exciting first part of 2014 for OAKLAND's sales team. One of the things that has led to this success is focusing our two sales people to the areas they enjoy the most.



Arlen Oakland is in charge of all existing clients. Whether it's adding additional software modules, purchasing new hardware, or scheduling additional training, Arlen will be the person to help you. Microsoft's decision to end support of Windows XP in April put him hard at work to get new computers delivered to our clients. Arlen has also been busy with working with our clients on quoting one of many interfaces we offer.

Remote Backup

Arlen Oakland

Existing Sales • aoakland@oaklandcorp.com

We've recently released our new Online Backup product. For years we've sold tape drive solutions for our clients to locally backup their data. But as dust would collect inside the server, we began to see the occasional failed backup, and even would need to replace the drive. Once solid state media became affordable, we stopped selling tape drives. Our solid state removable hard drives are working great. Your OAKLAND data is the heart of your business, so we wanted to add an additional layer of protection.



Our Online Backup product allows your OAKLAND data to be backed up remotely to the Cloud. When configured, a snapshot of your data is taken each night, and is sent to our secure server. The nightly backup only takes about 30 minutes.

Another feature is if your server were to fail, we could restore your online backup to a virtual server, and have you temporarily logged back into your system while your server is being repaired.

Although this is a great product, we still strongly recommend that clients continue to perform local on-site backups, as well. Since the Online Backup product is dependent on the internet, we want to make sure you have a backup, even if the internet is down. Give me a call to learn more.



Terry Gjersvik is in charge of new clients. Terry enjoys being out and meeting new potential clients. This was his main focus from 1995 to 2002, when he was originally with OAKLAND. Many of our clients are a result of Terry's great work. His background in elevator management, sales, and as a current farmer help Terry understand client's needs. Terry has already welcomed quite a few new clients to the OAKLAND team.

Client Referral Program

Terry Gjersvik

New Sales • tgjersvik@oaklandcorp.com

Finding sales leads in this industry is never an easy task, occasionally we are informed of these potential clients by our existing clients. To show our appreciation, we have a **Client Referral Program**. In this program, we credit the Referring Client's next Software Support billing, once the OAKLAND installation is complete. The Referral Credit is 10% of the first year's Software Support collected from the New Client, with a minimum of \$1,000 **Referral Credit**. The Referral Credit is a one-time credit, payable to the first referring OAKLAND Client. If more than one client recommends our system to the New Client, we reserve the option to split the Referral Credit.

Example:

The New Client paid \$12,000 for their first year's Software Support. When that New Client's installation is complete, the Referring Client would receive a one-time credit of \$1,200 on their next Software Support billing.

I encourage any current client that may know of a company looking for a better software solution to take advantage of this program.

New Company Spotlight

Readlyn Cooperative - Readlyn, IA
www.readlynshellrockcoop.com

Waneta Cooperative Oil Company
Waneta, NE

Cooperative Supply - Dodge, NE
www.coopsupply.com

New Version Highlights



John Lounsberry
Client Services Director
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Here are some highlights from your most recent update. To see the entire list, go to [Release Notes on the main accounting menu](#). If you have any questions, please give the accounting support staff a call.

Accounts Receivable

If you have products marked to use surcharges by the line, and have several products on a ticket marked to use the same surcharge - the system will create a surcharge for each product line billed instead of one line per ticket.

Inventory

Major enhancements have been made to the inventory templates. Now, in addition to being able to report sales & purchase information, you can define template lines to display beginning & ending inventory and product margin. Beginning and ending will be calculated for your chosen date range based on purchase history, transfers, sales and returns (and several other things if lacking purchase info). We now have a point in time quantity & price - giving you the ability to report product margins for quite a range of time periods. Consideration is being made to have some training sessions on the new inventory template enhancements.

The Customer Margin Report, for products that have been booked, will now look to the date of the booking for the company product cost instead of the cost on the date of the actual sale. This should more accurately reflect the margins for booked products on this report.

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